



SCHOOL OF INFORMATION MANAGEMENT
INFO 542: Management of Library Services

Trimester One 2008

COURSE OUTLINE



Rowena Cullen



Gary Gorman

Welcome to INFO 542 Management of Library Services. This course will be coordinated by Rowena Cullen (Modules 1-6) and Gary Gorman (Modules 7-12). INFO 542 examines practical aspects of library and information centre management. These include collection management, financial management, marketing, human resource management, and building design.

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- Room:** Rowena: EA 221; Gary: EA 211; Easterfield Building. If we are not in our rooms, send an email message, leave a note, or a phone message to arrange an appointment.
- Freephone:** 0800 11 62 99 (for students calling from outside Wellington; ask to be transferred, or dial 5788 (Rowena) or 5782 (Gary) at the recorded message). Alternatively, the SIM Administrator can relay a message.
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If you wish to send something by **post**, the address is:

MLIS Administrator
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Course description

INFO 542 examines practical aspects of library and information centre management. These include marketing, human resource management, financial management, building design, and collection management.

Introduction to INFO 542

Welcome to INFO 542 Management of Library Services, which will be coordinated by Rowena Cullen (Modules 1-6) and Gary Gorman (Modules 7-12). To some extent the material in INFO 542 builds on the management concepts and theories presented in INFO 521, although it also covers areas of particular concern to information managers, in particular the significant area of collection management, which accounts for half of the course. To reiterate a point made strongly in the Introduction to INFO 521, there are many ways in which management knowledge aids individuals working at all levels in libraries and information centres. In summary, management knowledge aids those who practise the ‘art’, and it aids those who are being managed.

Learning objectives

By the end of the INFO 542 course, students should be able to:

1. Outline the steps in marketing, with particular reference to libraries and information centres.
2. Identify the major functions and concepts in human resource management — in particular, planning, selection, and training.
3. Identify the key concepts in the financial management of libraries and information centres.

4. Explain, to a professional architect, the key functional aspects of the interior design of a library building and the semantics of its exterior.
5. Outline the main issues in collection management, and describe collection management processes and techniques.
6. Ensure the creation and maintenance of collections that are relevant and responsive to stakeholder expectations.
7. Deal with the complexities of acquisitions of both print and digital resources.
8. Outline the main issues in preservation and evaluation of resources, both print and digital.

Time commitment

To achieve satisfactory grades, a time commitment of approximately 12.5 hours per week is required for the INFO 542 course. Part of this time will be taken up in the weekly session. The remaining time should cover:

- reading set texts and articles — you are expected to have read these **before** the session;
- reading additional, non-required material on the topics;
- thinking about the module, and taking notes on assigned practical work in preparation for the session;
- working on assignments.

Assessment

None of the LIM papers has a final examination. This paper will be internally assessed. **Full details, including explanatory notes and criteria, are available under “Assignments” on Blackboard.**

Assignment	Date due	Value	Length
1. Marketing plan	25 March 2008	45%	2000 words max.
2. Collection management essay	20 May 2008	45%	2000 words max.
3. Individual participation	Assessed weekly	10%	Based on contribution to class discussion

Late assignments

Assignments submitted or postmarked after they are due will have a 10% penalty imposed unless an extension has been granted by the relevant course coordinator.

Assignments submitted or postmarked more than one week after they are due will not be accepted unless there are exceptional circumstances, and the late submission has the prior approval of the course coordinator.

Word count

All work submitted **MUST** contain a word count, easily available from your word-processing program. The word count includes the text, footnotes and appendices. The word count should appear under your name. (Note: your name should appear only on the back of the last page of the assignment.) The penalty for not including your word count or going over the word count will be 5%.

Presentation

Details of the LIM Group's assignment policy, including presentation, will be found in the *Administration Handbook*. Bear in mind that any statement on penalties for lateness or word length of assignments in this course information supersedes the equivalent statement in the *Administration Handbook*.

Submission

Remember to keep a copy of each assignment you send, just in case the original goes astray. All work will be submitted electronically; see submission details on Blackboard. Please note that student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>.

Mandatory course requirements

Terms are the minimum course requirements that must be satisfied in order to earn the right to be assessed for a final grade. Students in INFO 542 are expected to attend all scheduled sessions. Terms will be granted to students who have:

- attended a minimum of 75% of the scheduled Internet conference¹ or seminar sessions;
- submitted the assignments required for assessment within the time allowable.

¹ To be considered in attendance at an Internet conference session, an open learning student must be able to contribute orally to the session using the Internet conferencing software; that is, the student must have a working microphone attached to his or her computer making it possible to respond to questions, and to contribute ideas orally.

Course schedule

INFO 542 will be held in the first trimester (February-June) of the 2008 academic year. There will be no sessions for two weeks during the mid-trimester break (14-27 April).

- **Open learning students**
The weekly Internet conference sessions will be held on Wednesdays, from 5.00-6.30 p.m.
- **Internal students**
There will be a seminar on Wednesdays (from 1.10-3.00 p.m.) in the Easterfield Building, EA 206.

Week	Date	Topic	Tutor
1	Feb 27	Marketing: Theory	RC
2	5 Mar	Marketing II: Practical applications	RC
3	12 Mar	Staff planning and recruitment	RC
4	19 Mar	Staff development and Treaty training	RC
5	26 Mar	Financial and cost management	RC
6	2 Apr	Buildings	RC
7	9 Apr	Collection management in context	GG
BREAK			
8	30 Apr	Collection management and development policies	GG
9	7 May	Selection of resources	GG
10	14 May	Collection evaluation	GG
11	21 May	Preservation and weeding	GG
12	28 May	Cooperative collection development	GG

Course resources

The course material for INFO 542 includes: this INFO 542 Course Outline (in which the contents of the INFO 542 course are discussed along with course-specific administrative information and Internet conference details); and a CD-ROM containing readings and course notes associated with each of the modules.

The CD-ROM is augmented with material on the Blackboard website for INFO 542, at

<http://blackboard.vuw.ac.nz>

Within the module notes, readings are indicated as follows:



Now read Branin, J. J., Groen, F. K. and Thorin, S. E. (2000). The changing nature of collection management in research libraries. *Library Resources & Technical Services* 44(1), 23–32. (**Reading 2**)

The reading will be found on the INFO 542 CD-ROM as a PDF, or will be available on the Internet as an online reading. Boxes in this format:



What do Branin *et al.* suggest as the ‘changing nature’ of collection management?
Do you agree with their assessment? For what reasons?

contain focus questions. You should consider these, and jot down your answers or conclusions, before continuing with the module text. These questions will usually be discussed during the weekly session for the module. The study notes for each module include a section entitled ‘Preparation for the weekly session’. You should make sure that you **complete the work listed in this section, including all the practical exercises and case study questions, before the weekly session** for that module. Reading ‘Preparation for the weekly session’ *before* starting work on the module will help you to use your study time effectively.

In addition, the Blackboard Web-based learning environment will be used to post course information notices, and enable ongoing electronic discussion forums on topics or issues introduced in or out of class. Students are also encouraged to use Blackboard for information sharing, and to post questions for electronic and in-class discussion.

Using or quoting course notes

The course notes used in the LIM programmes have been developed over a period of time. As a result, they are likely to include new material contributed by the coordinator and staff involved in the current offering of the course, as well as material contributed by staff involved in earlier offerings. Every effort has been made by our academic and editorial staff to ensure that all material is correctly attributed and complies with the University's copyright license obligations. If quoting or referring to material written for this course, you should treat it as being contributed anonymously rather than being attributable to the person delivering the particular module in which it appears, unless the authorship is clearly indicated.

Recommended text

There are no required textbooks for INFO 542, but there are three recommended texts that can be purchased from well-known online vendors (often in used condition) or borrowed from the VUW Library:

Clayton, P. and Gorman, G. E. (2001). *Managing Information Resources in Libraries: Collection Management in Theory and Practice*. London: Library Association Publishing

Evans, G. E. and Zarnosky Saponaro, M. (2005). *Developing Library and Information Center Collections*. 5th ed. Westport, Conn.: Libraries Unlimited

Johnson, P. (2004). *Fundamentals of Collection Development and Management*. Chicago: American Library Association

Online information

In addition to material on the CD-ROM, you will be required to use the online resources for this course that are available in the School's Blackboard online learning environment:

<http://blackboard.vuw.ac.nz/>

The Blackboard environment will contain a Web-based forum for discussion of issues related to the course, links to sites of interest, additional readings and information, updates, etc. You should read the appropriate module web pages and course notes in conjunction with the material on your CD-ROM. Details on how to access Blackboard are in the *Administration Handbook*, but if you have any difficulties logging on please contact the Help Desk, at:

its-service@vuw.ac.nz

All LIM students will be automatically enrolled in LIM Programmes Information on Blackboard. General announcements and information will be posted here, and students should check this site regularly.

Internet conferencing

Distance sessions are conducted via the Internet using the Chatterbox application; in order to participate students will need an Internet-connected PC running Vista,

Windows XP, or Windows 2000, a microphone, and headphones/speakers. To connect, go to the Internet conferencing page (and read the “Getting Started” information) at

<https://conferencing.sim.vuw.ac.nz/>

There is also an ‘Internet Conferencing’ button linking to this page in Blackboard. ***Some days before your first session, and at least 15 minutes before each subsequent session, you should test your system by going to the Echo Room.*** Regular classes will be held in the LIS Room; additional Discussion Rooms are available for breakout groups, and as a “waiting room” if a class is proceeding in the main LIS room. Study groups can use the discussion rooms out of regular class times. For further information, follow the help links on the Internet Conferencing page; details, including screen name conventions, are also available on Blackboard under LIM Programmes Information.

LIM Students email list

Mass communication between the school and students is via the email list. It is your responsibility to ensure you are on the email list; subscription is essential.

The lim-students email discussion list is used to make important announcements and to share news and ideas relating to the LIM programmes. It is vital that all staff and students are subscribed. Please make sure that your current email address is subscribed – one that you check regularly. It is very important that students remain a member of this list until after graduation as the list is used as a main form of communication of important administration messages (including graduation messages).

Emails are sent to `lim-students` regularly, so if you have not received any list messages for a few weeks it is a good idea to make sure you are still subscribed. If a list message is rejected by your email account you will automatically be unsubscribed from the list. **To subscribe, unsubscribe, and change your email address or options, go to**

<http://lists.vuw.ac.nz/mailman/listinfo/lim-students>

Confirmation: When you subscribe or unsubscribe to `lim-students`, you will receive a confirmation message. To confirm the action, click reply and send. You will then receive a welcome or goodbye message.

General University information

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.victoria.ac.nz/home/about/policy/students.aspx.

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words. *Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.* Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website: www.victoria.ac.nz/home/studying/plagiarism.html

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.